

PHILIP MORRIS, U.S.A.

INTEROFFICE CORRESPONDENCE  
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Gregory Walsh

DATE: November 6, 1985

FROM: Martin T. Walsh

SUBJECT: Merit 3 Pack Promotion - March 1986

Please issue necessary requisitions for the following management and POS materials for the above promotion:

MANAGEMENT MATERIALS

<u>ITEM</u>	<u>ITEM#</u>	<u>QUANTITY</u>	<u>PACKING</u>
20 unit Sell/Sheet*	29569	23,000	Band 10s
40 unit Sell/Sheet*	29571	75,000	Band 10s
80 unit Sell/Sheet*	29572	25,000	Band 10s
Wallets	29577	1,600	Box 200s 100 <sup>s</sup>

\*3500 of each item to M. DeMarzo NYO. Balance of Sell/Sheets and Wallets to be sent to CDC.

POS MATERIALS

<u>ITEM</u>	<u>ITEM#</u>	<u>QUANTITY</u>	<u>PACKING</u>
20 unit Display	29574	34,000	Box 20s
40 unit Display	29575	59,500*	Box 15s
80 unit Display	29576	17,500	Box 5s
40 unit Display Base	29580	29,750	Box 5s
Large Poster	29573	111,000	**

\* Includes 8,500 units for National Accounts

\*\* One poster to be included with each display.

Incentives

<u>ITEM</u>	<u>ITEM#</u>	<u>QUANTITY</u>	<u>PACKING</u>
Merit Wallets	29577	4,583,200*	Box 200s 100 <sup>s</sup>

\* Includes 1600 wallets for Sell in Samples.

Please note that a Item number has not been entered for the wallets. I believe a requisition has been issued by brand and a item number assigned previously. If this is the case, please advise me of the item number for this incentive.

I do not believe an item number has been assigned for the 40 unit Display Base. Please advise me of this number when issuing your requisition.

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Shipping Schedule

Management Materials

To be on hand at NYO and CDC on or before the week of November 25. (Including 1600 incentives)

POS Materials & Incentives

To be on hand at CDC on or before January 8.



MTW/er

cc: F. Alfieri	P. Kornbluth
R. Atlas	M. Mancuso
N. Brennan	E. Merlo
V. Buccellato	D. Mulvey
R. Camisa	V. Occhiuto
L. Cappelli	G. Powell
W. Cutler	N. Recine
L. Glennie	S. Sabella
F. Goehl	J. Sully
B. Kastel	J. Woods

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